

What is claimed is:

1. A wheel hub comprising:

a cylindrical main body, a radial flange and a
5 plurality of radial ribs;

said main body has an outboard end and an inboard end,
and said radial flange has an outboard side and an inboard side;
and

said radial flange is connected to and encircles said
10 main body, said radial ribs extending between said outboard side
of said radial flange and said outboard end of said main body.

2. The wheel hub of claim 1, wherein the profile of said
inboard side of said radial flange defines a smooth, continuous
15 curve.

3. The wheel hub of claim 1, wherein the perimeter of said
radial flange is scalloped.

20 4. A wheel hub comprising a cylindrical main body, a
radial flange and a plurality of ribs, wherein:

said main body has an outboard end and an inboard end,
and said radial flange has an outboard side and an inboard side;

said radial flange is connected to and encircles said
25 main body, said ribs extending between said outboard side of said
radial flange and said outboard end of said main body; and

said inboard side of said radial flange defines a smooth, continuous curve.

5 5. The wheel hub of claim 4, wherein the perimeter of said radial flange is scalloped.

6. A wheel hub comprising:

 a main body, said main body having an axial bore, an outboard end and an inboard end;

10 a radial flange; and

 at least one rib extending between said axial bore and said radial flange.

15 7. The wheel hub of claim 6, wherein said at least one rib is oriented radially relative to the axial bore.

8. The wheel hub of claim 6, wherein said at least one rib is tapered in width.

20 9. The wheel hub of claim 6, wherein said radial flange has an inboard side and an outboard side, said inboard side defining a smooth, continuous curve.

25 10. The wheel hub of claim 6, further comprising a plurality of wheel bolt apertures in said radial flange, and wherein a rib is adjacent each said wheel bolt aperture.